

FARM JOURNAL

—
Intelligent marketing and data solutions for the crops industry

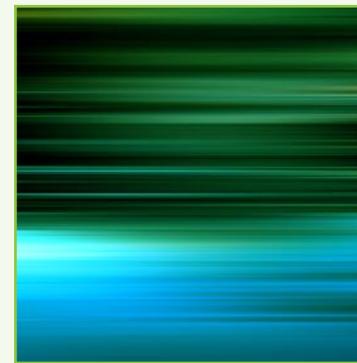
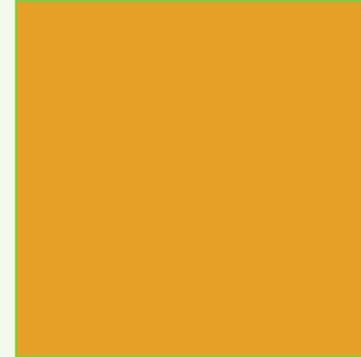




What's Inside

01	Crop Market and Buyer Insights
02	Breakthrough Marketing and Sales Strategies
03	Using Intelligence and Influence to Understand Crop Markets and Buyers
04	Solutions to Find, Connect and Activate Your Next Customers
05	Crop Marketing Resources, Specifications and Brand Details

Crop Market and Buyer Insights



The World of U.S. Crops

The row crop industry feeds and fuels the world. The contributions of each segment - from farmers and suppliers of crop inputs to the many service providers and retailers - are vital to the global economy.

Farmers

- Multi-generational family farms
- Diversified enterprises with row crops and livestock
- Young farmers with entrepreneurial spirit
- Specialty crop farmers



Crop Inputs

- Seed
- Pesticides, herbicides and fungicides
- Fertilizers



Capital Investments

- Equipment
- Technology
- Land



Business

- Labor
- Insurance
- Real estate
- Financial services



An Evolving Market

These are the drivers and forces impacting the industry today that will provide the opportunities of tomorrow if you plan for and embrace them.



**Sustainability/Climate
Smart Agriculture**

**Technology Availability
& Adoption**



**Market Conditions/Global
Dynamics**



**New Market
Development/Diversification**



Weather



Pest/Disease Outbreak



Policies/Regulations



Input Prices & Product Availability



Consolidation & Succession Planning



Connection begins with deep understanding and empathy.

A glimpse at the complexities and challenges of the various crop decision makers



Meet Eli
Row crop farmer

As a third-generation farmer, each planting season presents crucial decisions and countless variables - from seed and input innovations to sustainability planning. Despite the hurdles, I approach planting with anticipation, knowing that my careful buying decisions and hard work will lead to a bountiful harvest that sustains not just my family, but many others as well.



Meet Max
Diversified operator

I navigate the delicate balance between allocating land for cotton fields and grazing pastures for my cattle, with each decision informed by soil quality, water availability, market demand, and more. From selecting the right cotton varieties to managing herd health, every choice is weighed against the backdrop of seasonal fluctuations and economic uncertainties.



Meet Meg
Ag retailer

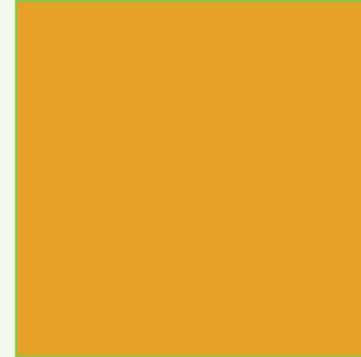
We're not just an ag supply store. We serve as an all-around solutions provider - delivering advice and influencing farm decisions as frequently as selling fertilizer and equipment. As trusted members of our community, we expect that our suppliers also meet or exceed the expectations of our valued customers whose livelihoods depend on it.



Meet Stephanie
Specialty crop farmer

Our family-owned apple and cherry operation may be smaller than many of our neighbors, but we're proud of the work we do and the quality fruit we provide to families across the country. The different cycles of our crops mean that we're constantly planning for what's next and making decisions on inputs, equipment, and labor to hopefully grow our place in this dynamic field.

Breakthrough Marketing and Sales Strategies



No one grows alone.

The contributions of each segment of the row crops industry - from farmers and suppliers of crop inputs to the many service providers and retailers - are vital to the global economy. Farm Journal's crops division and its brands that proudly serve this industry intimately understand and thoughtfully advise the full supply chain to ignite the buying decisions that create profitable business to feed and fuel the world.

It all starts with intelligence and influence. We understand farmers' challenges, from resource scarcity and market volatility to the threat of pests and disease, and are intimately familiar with the intricacies of their decision journeys, as well. Our proprietary, first-party data is constantly growing through custom research, interactive digital, and third-party collaborations. This empowers us to go beyond demographics and focus on farmers' attitudes and aptitudes, behaviors and affinities, so that the right farmers are reached and inspired regardless of their acreage.

In a time of information overload, trusted sources are more valuable than ever. Our experienced editors and entrenched sales representatives channel Farm Journal's capabilities and their own expertise to advise our customers. Additionally, our portfolio of crops-focused brands provide the latest news and commentary for more than 7.3 million industry decision makers and stakeholders across digital, email, audio, video, social, print and mobile.

Advocating for a healthy ag industry is at the heart of all that we do, and facilitating connections through our digital platforms, live events, and compelling content is the best way we know how. Whether in-person at our conferences and crop tours, or via precision targeted multi-channel campaigns, we guide smart decisions and create valuable connections.

All our brands are backed by the power and tradition of Farm Journal, because no one grows alone.

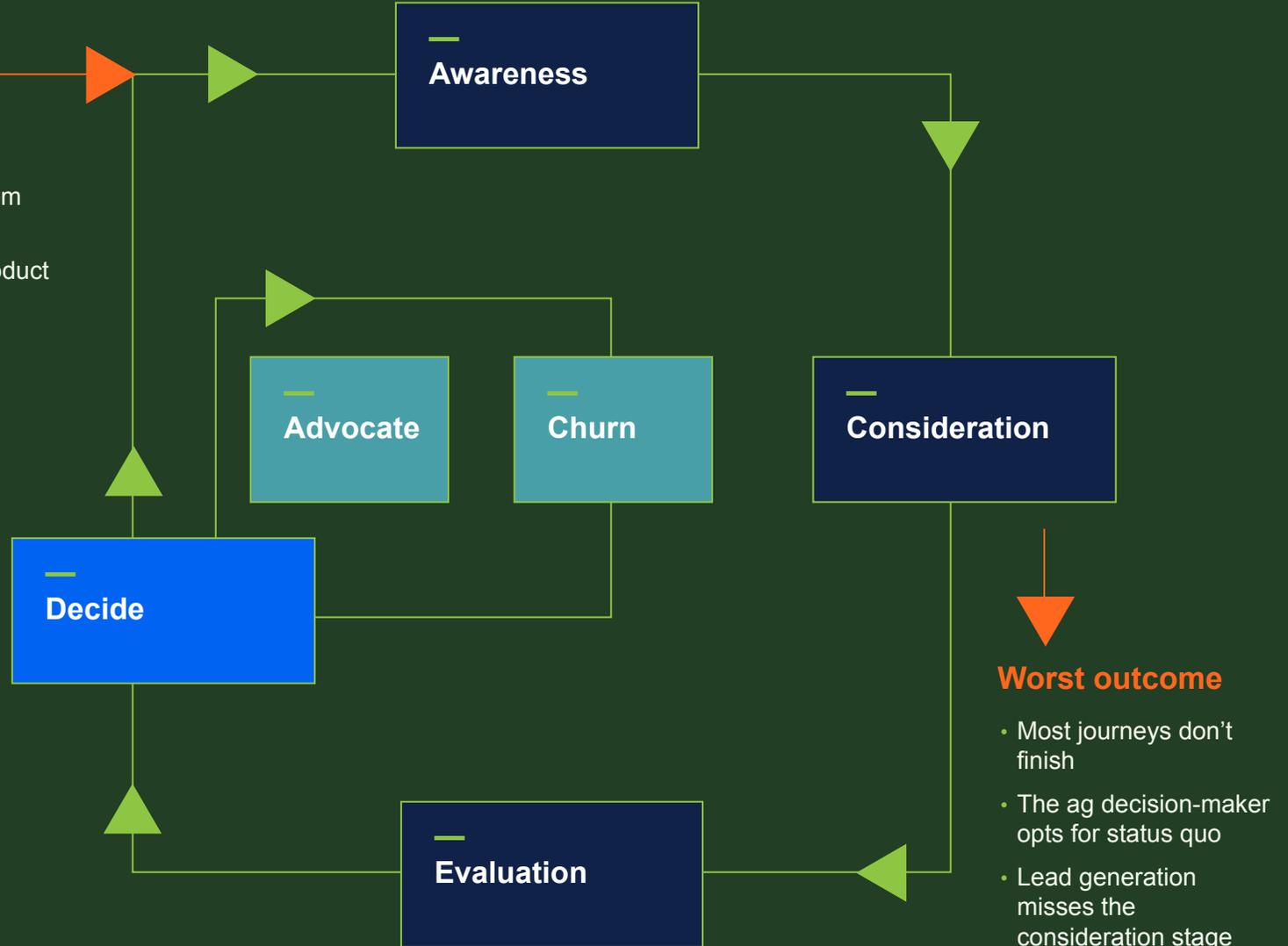
Break through
by mapping
marketing and
sales programs
to the crop
farmer's
decision
journey.

Flywheel Effect

- Meet your customers where they are in their journey
- Support the research process
- Accelerate sales process: a more confident decision-maker makes decisions faster

First-time buyer triggers

- Conversation with neighboring farmer
- Recommendation from trusted advisor
- Discovery of new product in magazine
- Weather change
- Markets change
- Operation change



Intelligent Strategies, Solutions, and Expertise that Break through the Noise



Problems We Solve

Who is my ideal customer, market or audience?

Farmer Pools

With Farm Journal's unique data set on thousands of crop decision-makers plus advanced data modeling, we create curated visualizations and lists of your market size and the people you should target so that you can be precise and achieve better results.

What do I need to know about them?

Farmer Profiles

Farm Journal's unique data and expertise in crop audiences drives deep understanding into the human dimensions of change to arm you with the data you need to maximize impact and influence with your target group.

What are the best ways to influence my audience?

Farmer Playbooks

Audience profiles allow Farm Journal to bring you expertise and insights into the crop industry and build actionable strategies that can influence a farmer's decision journey.

Who is ready to adopt new practices?

Readiness Index

Farm Journal brings expertise into ag sustainability and the human dimensions of change to provide actionable insights to connect with farmers most ready to change.

How should I design my marketing plan and content for this group?

Content Support

Farm Journal's knowledge and expertise of crop decision-makers provides you with a detailed toolkit to plan the timing and messaging of your content and marketing efforts to align to the needs and interests of farmers.

Attitude & Aptitude > Acreage & Animals

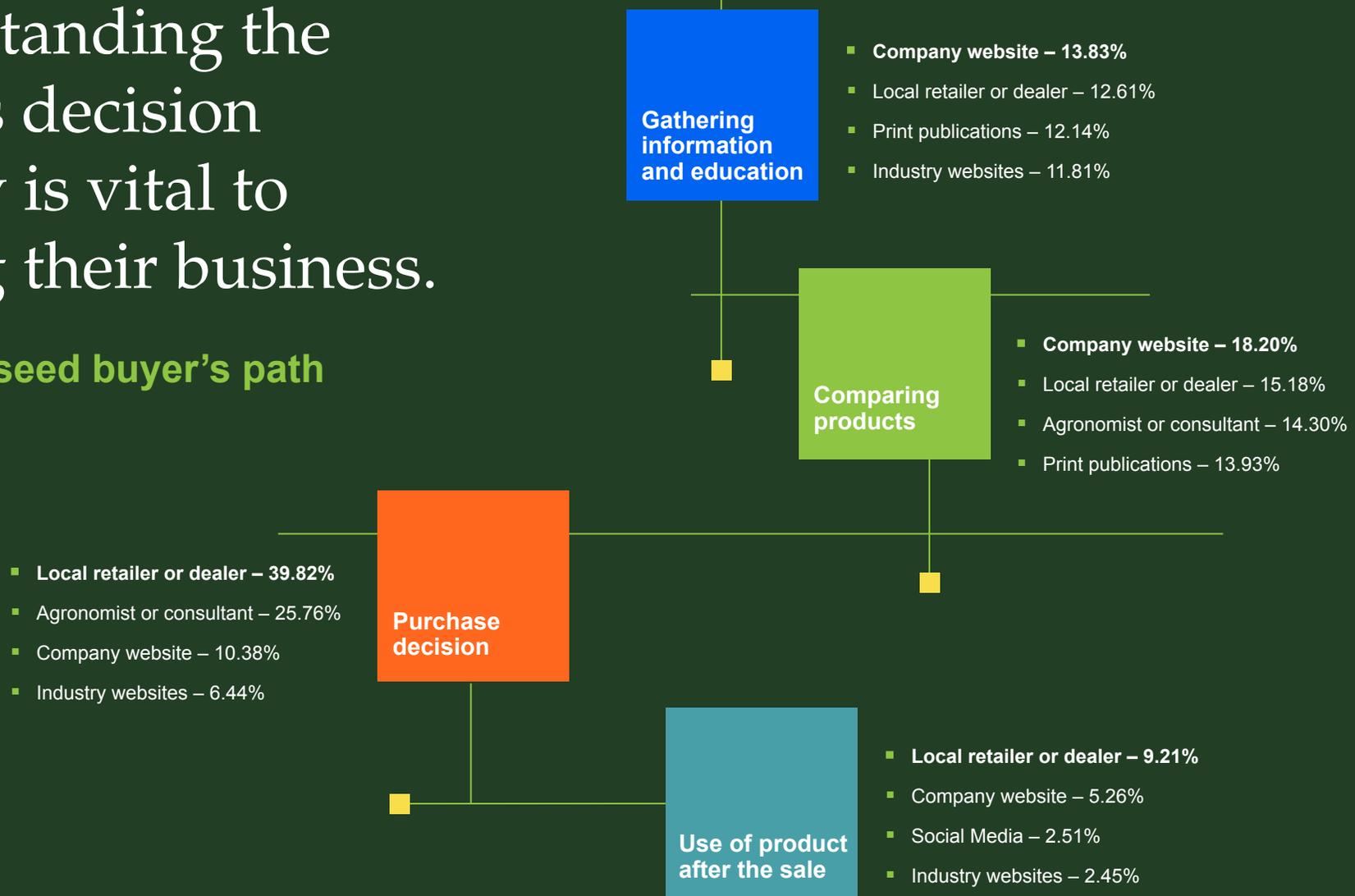
**Farms don't make decisions.
People do.**

The size of their operations does not define farmers. The attitudes and aptitudes of individual farmers mark the key difference between an idle farm operation and one that's accelerating. Progressive farmers, regardless of their acreage, are actively seeking solutions for technology adoption, succession planning, and other ways to continually grow and improve their business.



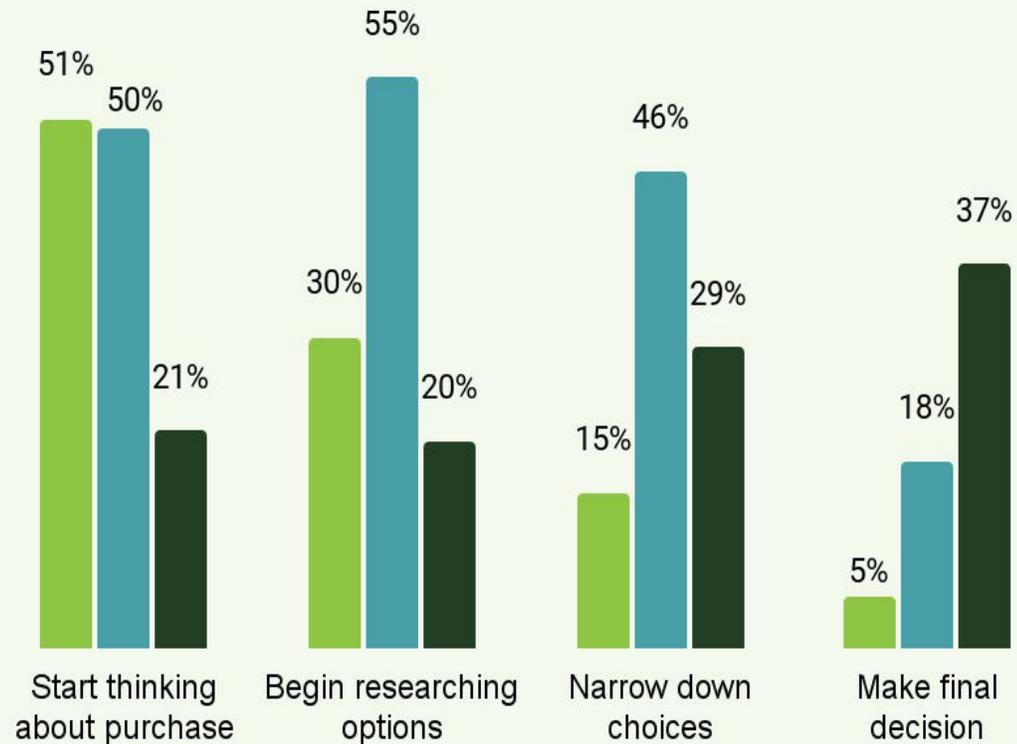
Understanding the buyer's decision journey is vital to earning their business.

Mapping a seed buyer's path



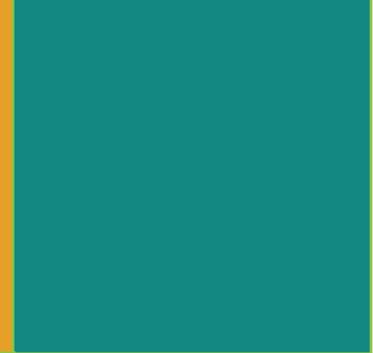
Fully cover the decision journey...

■ Ag magazines / newspapers ■ Digital (net) ■ Ag dealers / retailers

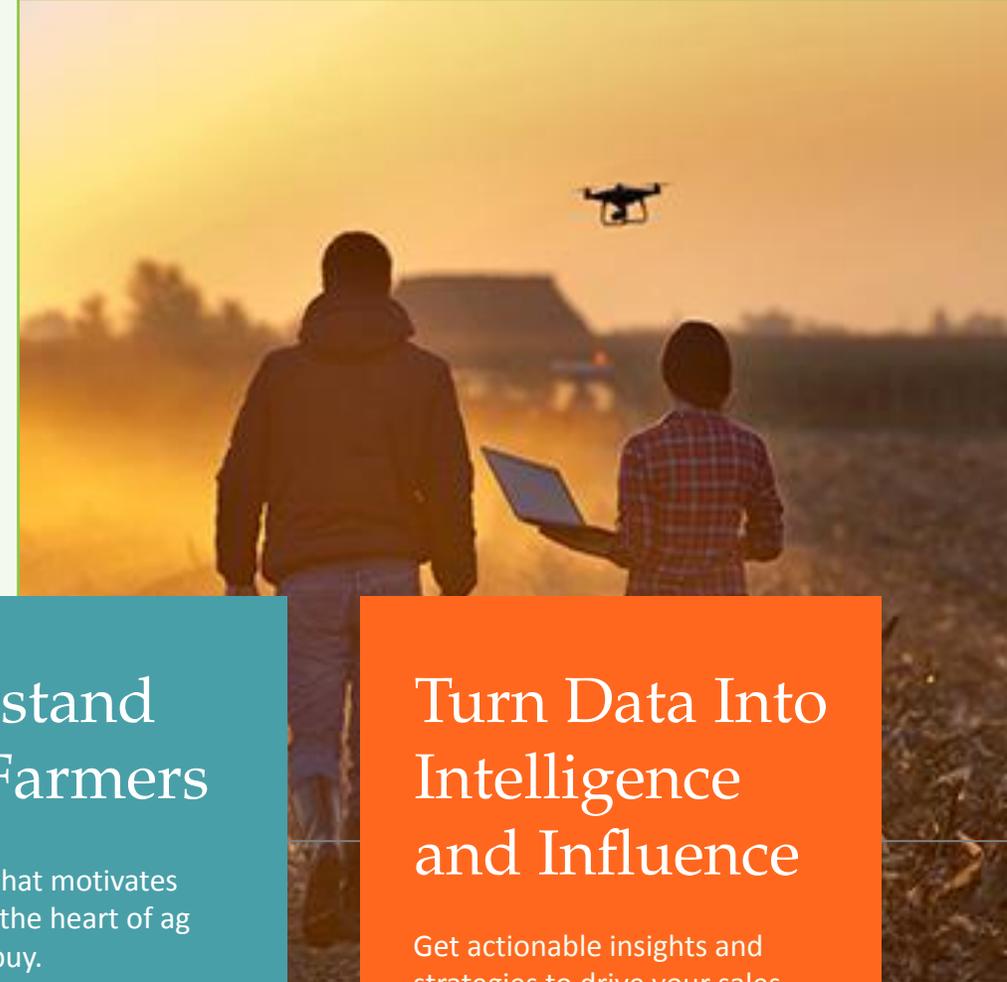


According to a 2024 Ag Media Council Study, print, digital and in-person resources each play a point-specific role in the buyer's decision journey.

Using Intelligence and Influence to Understand Crop Markets and Buyers



The Power of Intelligence and Influence



Find Your Next Customer

Pinpoint the people most receptive to your message, product, or solution.

Understand and Plan Your Territory

Visualize the locations where your best potential customers are clustered.

Understand Crop Farmers

Understand what motivates the people at the heart of ag to change or buy.

Turn Data Into Intelligence and Influence

Get actionable insights and strategies to drive your sales, marketing, or outreach programs.

Find Your Next Customer

Farm Journal's comprehensive first-party ag audience data helps you pinpoint the people most receptive to your message, product, or solution.

How we deliver:

- Audience segmentation
- Lookalike audiences
- Farmographic data
- Behavioral and intent signals
- Readiness scoring

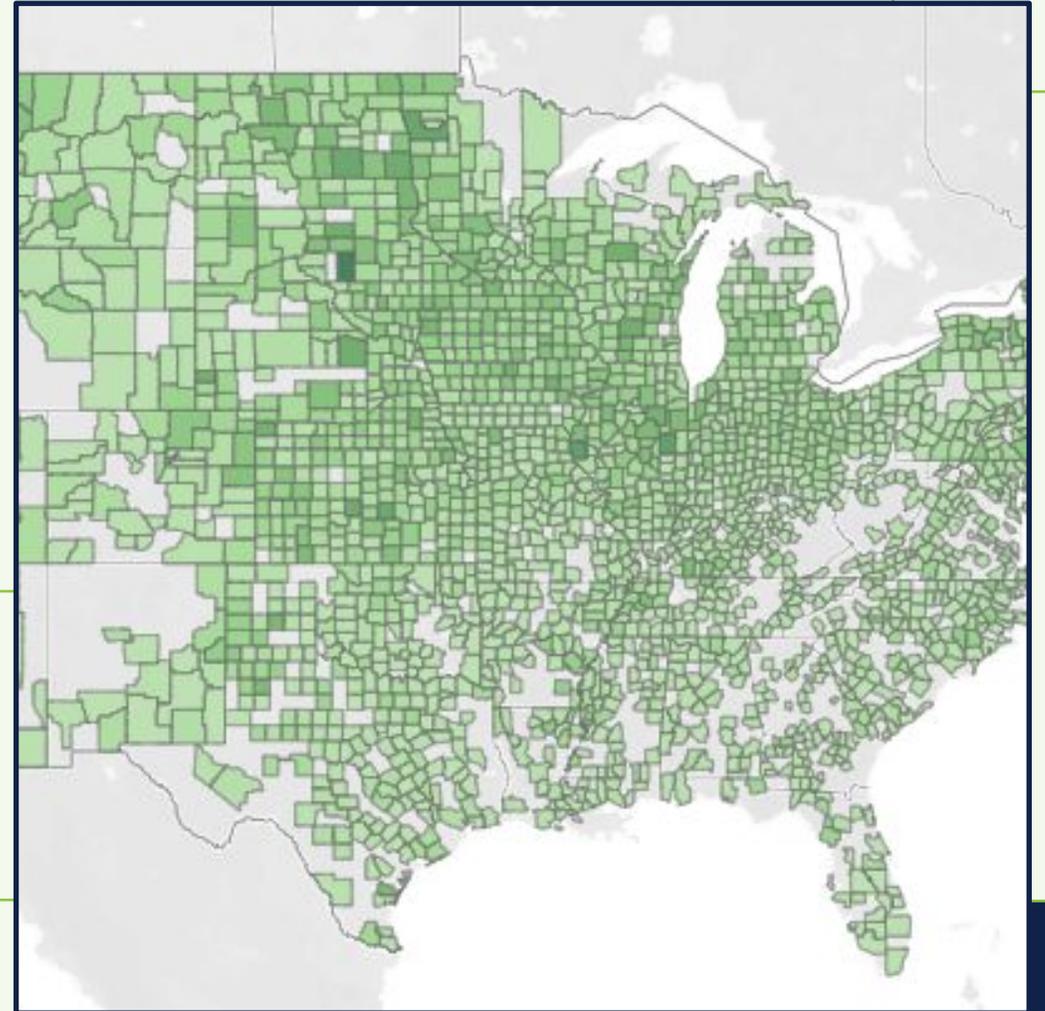


Understand and Plan Your Territory

Visualize the locations where your best potential customers are clustered to focus efforts on geographics that can deliver the best sales results.

How we deliver:

- Dynamic heat maps of interested farmers, dealers, or retailers in the locations most important to you



Understand Crop Farmers

Tap into Farm Journal's millions of records on crop decision-makers – built on trusted relationships with farmers – to understand what motivates them to change.

How we deliver:

- Audience profiling to understand your customer's decision journey



Topics of Interest

Climate change
Consumer preferences
Labor shortages



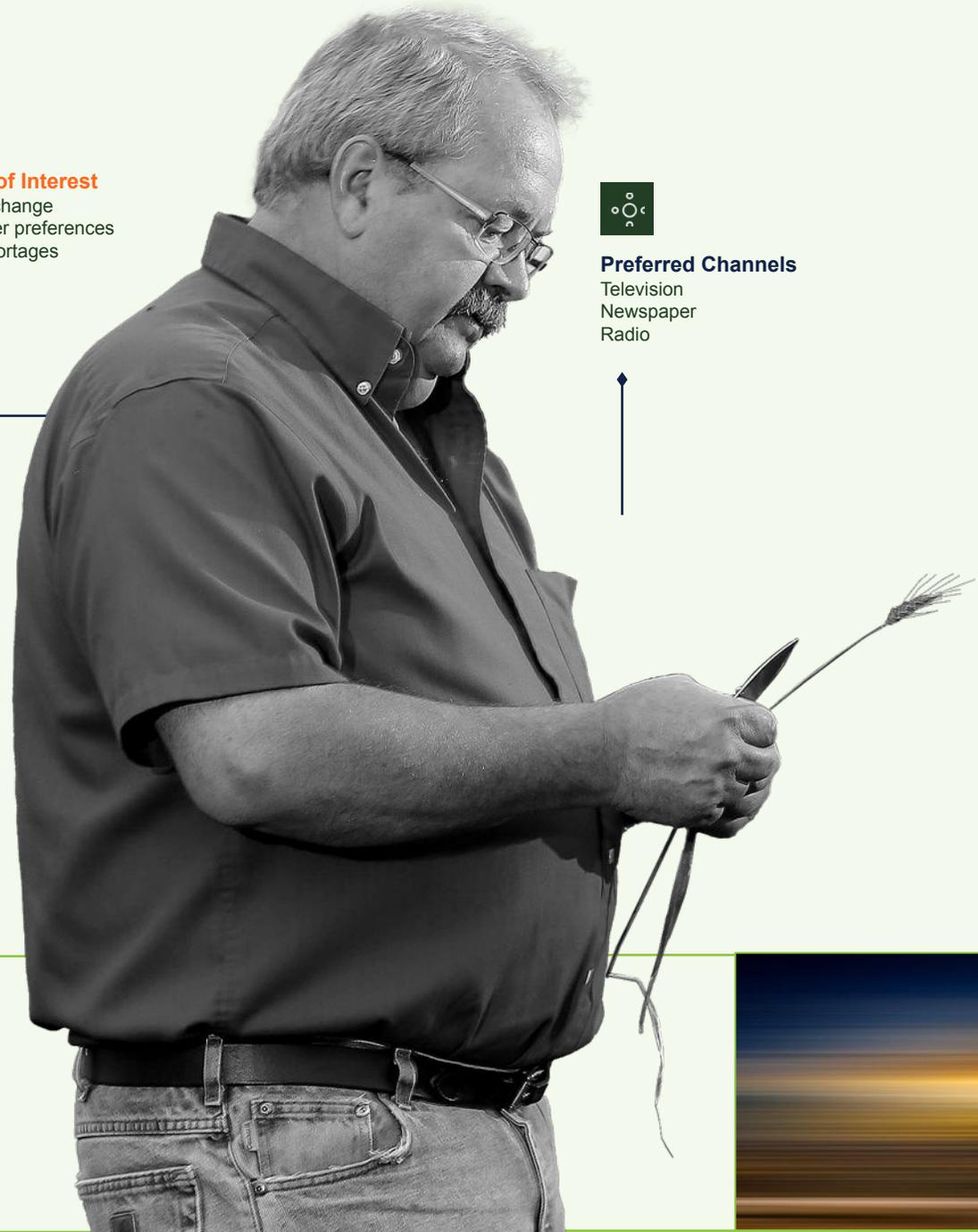
Preferred Channels

Television
Newspaper
Radio



Motivations

Reduce financial burden
Invest in the future
Maintain tradition



Turn Data into Intelligence and Influence

Data alone isn't enough.

Farm Journal has the ag expertise to turn data into useful, actionable insights to drive your sales, marketing, or outreach programs.

How we deliver:

- Strategic playbooks with insights into how, when, and where to reach out – built on Farm Journal's deep knowledge of crop decision-makers

A digital campaign can be targeted to:



Cotton Farmer



Cattle Rancher



100+ acres

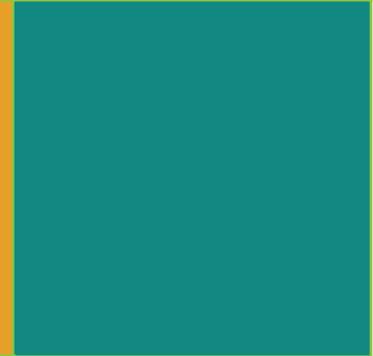


Nebraska



Affinity for seed and input innovations

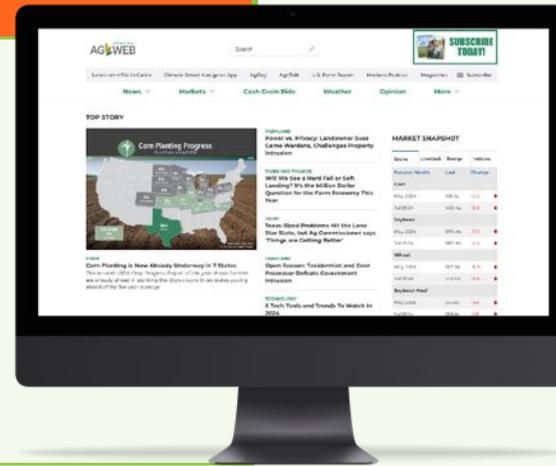
Solutions to Find, Connect and Activate Your Next Customers



Crops Portfolio of Multichannel Solutions



Top Producer
SUMMIT



Solutions – At a Glance

Our trusted print, digital, and broadcast solutions deliver your message to farmers across multiple channels, which they rely on to stay informed, identify new solutions, and run their farming operations.



Top Producer provides sound business advice and insights that help large-scale commercial farmers thrive.



The Scoop delivers need-to-know information to ag retailers, crop consultants and farm managers.



The "Farmer's Favorite" publication that provides in-depth coverage of news and information for crop farmers.



Farm Journal's digital hub provides news and information on all segments of agriculture, including a focus on crops.



The weekday newscast for American Ag provides farmers and ranchers with news, weather, and business headlines to keep farmers and suppliers informed.



The longest-running syndicated TV program focused on agriculture, rural issues, and the country lifestyle, airing each weekend on stations coast-to-coast.



American Ag's radio talk show airs live for two hours each weekday. It covers farm and ranch production, policy, technology, and market analysis.

Full-Funnel, Multichannel Solutions

Through cross-channel engagement with the audience you want to reach, Farm Journal delivers the **right message** to the **right people** at the **right time**.

Brand Awareness

Put your company's image, message and offer right in front of retailers, consultants and farm managers.

Traffic Driving

Boost visits to and engagement with your website and other online platforms.

Lead Generation

Trigger sales leads by finding interested prospects within a targeted audience.

Social Engagement

Expand opportunities for direct engagement with advisers who make trusted recommendations.

Thought Leadership

Strengthen your brand's reputation for ag industry expertise by positioning it with our audience.

Marketing Solutions	Brand Awareness	Traffic Driving	Lead Generation	Social Engagement	Thought Leadership
Premium Magazines	✓	✓	✓		✓
Display	✓	✓			
Data Driven Programmatic	✓	✓		✓	
Whitepaper	✓		✓		✓
Webcasts	✓	✓	✓		✓
Targeted E-Mails	✓	✓	✓		
Mobile Text Messaging	✓	✓	✓		
Research	✓		✓		✓
Sponsored Content	✓	✓		✓	✓
Dynamic Content Connection	✓	✓	✓		✓
Video	✓	✓		✓	✓
Podcasts	✓			✓	
National Syndicated Radio	✓	✓			✓
E-Newsletters	✓	✓			✓
Content Marketing Solutions	✓	✓	✓	✓	✓
Awards	✓		✓	✓	✓
Events	✓	✓	✓	✓	✓

Our Audience and Reach Brought to Life

Total Reach

7,381,202+

Premium
Magazine

313K+

Subscribers

Mobile Text
Messaging

36K

Subscribers

Targeted
E-mail

89K+

Subscribers

Websites

5.6M+

Unique Users

Television

858K+

Viewers

eNewsletters

227K+

Subscribers

Events

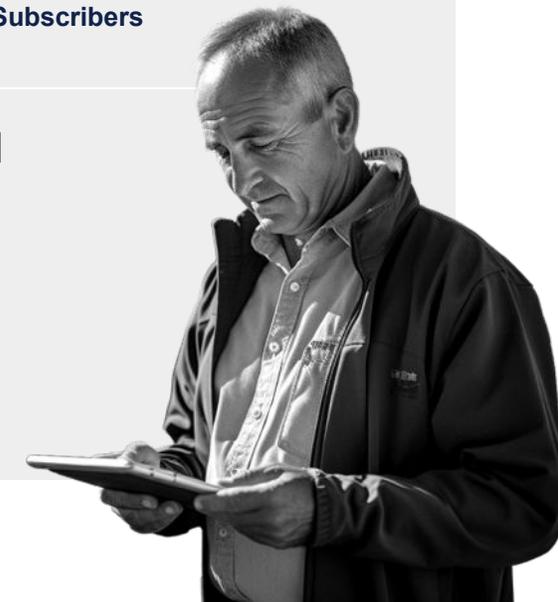
3700+

Attendees

Nationally-Syndicated
Radio & Podcasts

234K+

Listeners



Unmatched Reach of Large-Scale Growers

- Farm Consolidation Insights from Ag Economic Barometer:
- Key Trend: Smaller farms are being consolidated into larger operations (500+ and 1,000+ acres).
- Why This Matters: 1,000+ acre growers are expanding, representing a crucial growth audience for advertisers.

Publication	Records of 1,000+ Acre Growers	Records of 500+ Acre Growers	Potential Acres Missed
Farm Journal	Highest Reach (leading market share)	Leading reach in 500+ growers	
Successful Farming	Drop of over 11%	Drop of 6.6%	15,939,000+ acres missed
Progressive Farmer	Doesn't report 1,000+ acre growers	28,507 fewer records	14,253,500+ acres missed

Farm Journal Content Franchises

Engage the attention of *your* core audiences.



October 6-12, 2025



December 1-5, 2025



March 10-16, 2025



June 9-15, 2025



Top Producer

Challenging Farmers to Think Differently

Engage and convert the top crop farmers in the industry with Top Producer, the premier resource for commercial farm operators.

The 160,000 farm executives who read Top Producer are responsible for the bulk of the U.S. farm products sold and the purchase of nearly 80 percent of all farm inputs.



83K+

Total Qualified Circulation

5K+

Followers on X

43K+

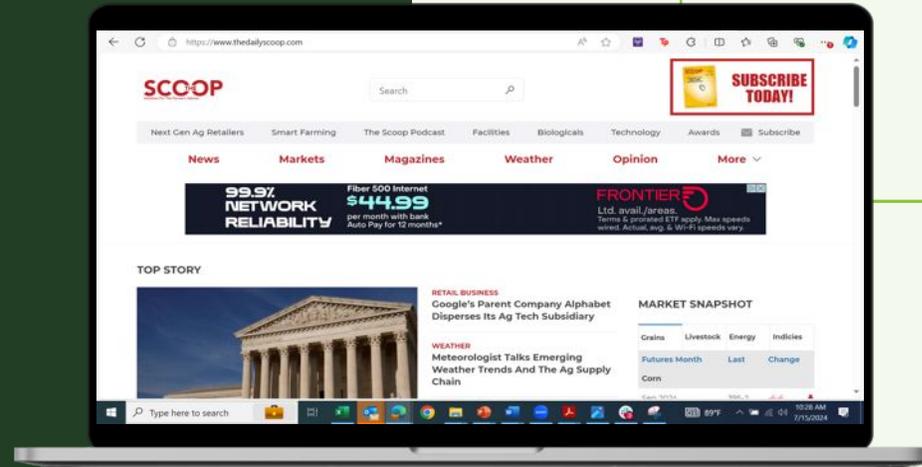
eNewsletter Subscribers

6

Issues per Year

Engage and convert the multipliers and maximizers of crops information as they each influence tens of thousands of acres.

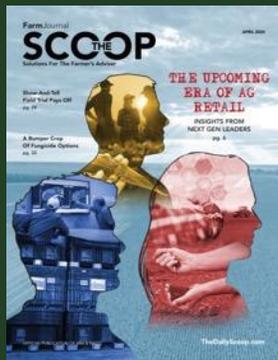
The Scoop delivers need-to-know information to ag retailers, crop consultants and farm managers via eight premium magazine issues annually, daily newsletters, a popular podcast, social media, and online 24/7/365 at thedailyscoop.com.



SCOOP
THE
Solutions For The Farmer's Adviser

700+

Monthly Downloads
of The Scoop
Podcast

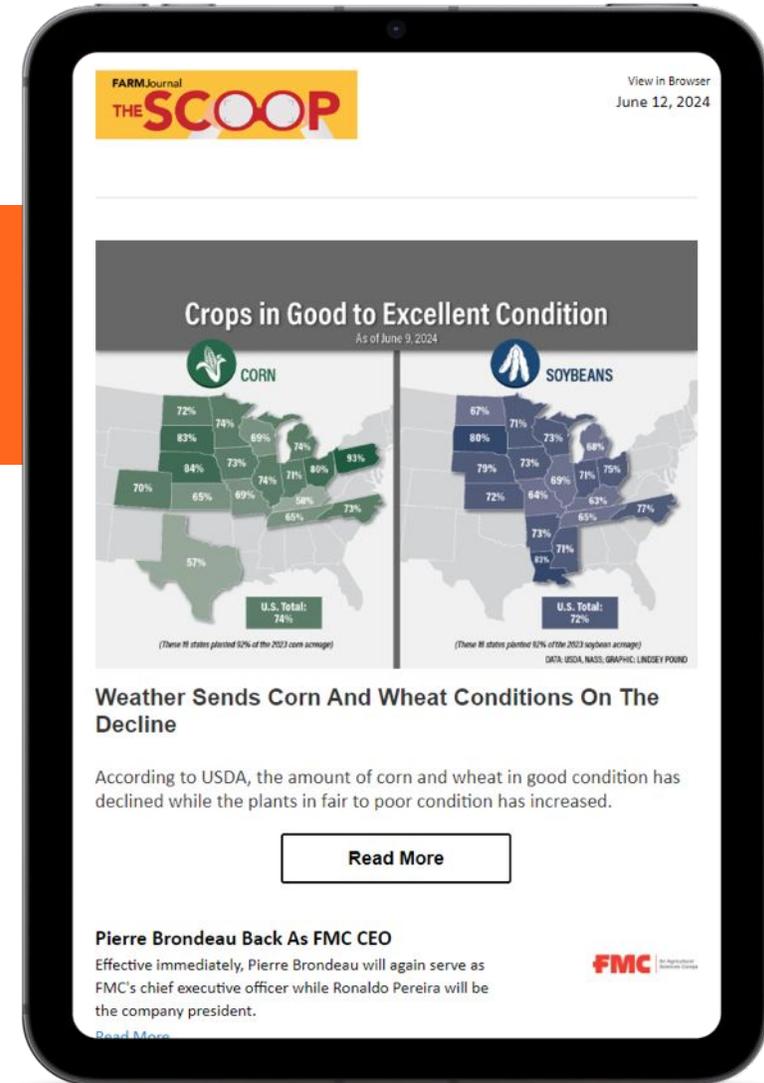


The Daily Scoop Newsletter

The Daily Scoop is the only daily newsletter to ag retailers and is the industry's leading source for information on agronomic and business news. Reach the full audience of The Scoop, including retailers/distributors, crop consultants, farm managers and other industry professionals.

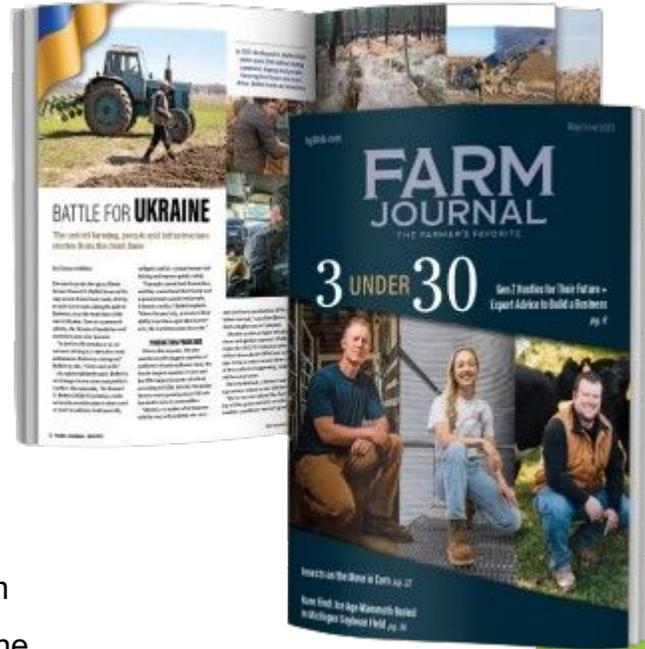
Audience Overview

- 27,000+ Opt-In Recipients
- 17,000+ Retailers/Dealers and Distributors and Custom Applicators of Crop Inputs
- 2,400+ Professional Farm Managers, Independent Crop Consultants
- 1,100+ Manufacturers of Fertilizer, Pesticides, Seed and Equipment
- 700+ Extensions Services, Academic/Research and Others Allied to the Field



FARM JOURNAL

THE FARMER'S FAVORITE



Achieving readership and leadership through service-focused journalism and ag advocacy, Farm Journal is the only truly national U.S. farm magazine and is a prime source of practical crops information.

Magazine editors, trusted advisors and columnists, and other subject matter experts anticipate what farmers will need to know then deliver content that emphasizes agricultural production, technology and policy.

310K+

Subscribers Who Have 250+ Acres

Expert Voices & Varied Perspectives

96%

Owner/Operator Focused

12

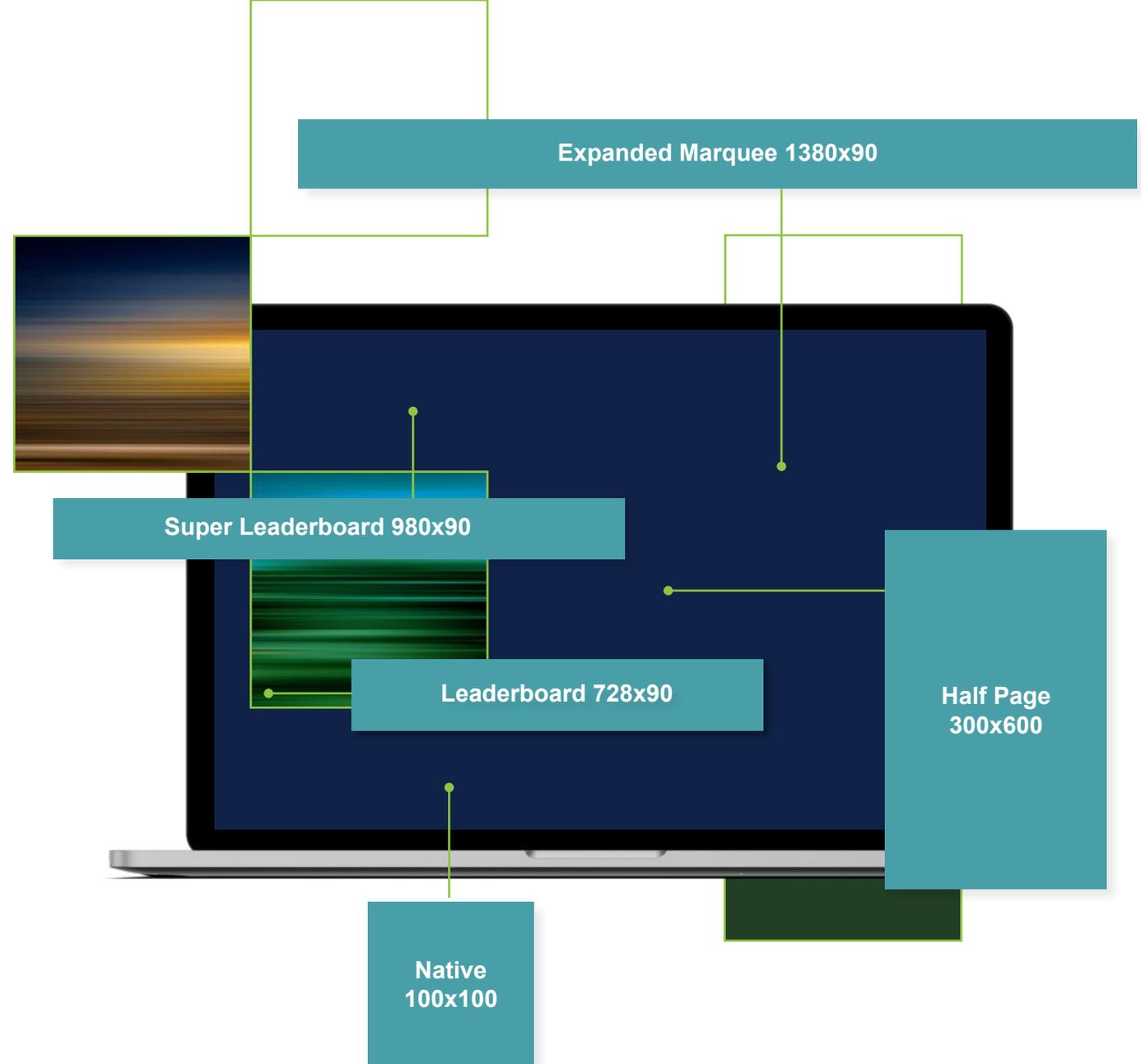
Issues per Year

Digital Solutions

When you want to increase brand awareness or reinforce your value proposition, advertising on **AgWeb.com** or **TheDailyscoop.com** positions your company among the most trusted information in the industry and delivers your message to a qualified audience of crop decision makers.

Options include:

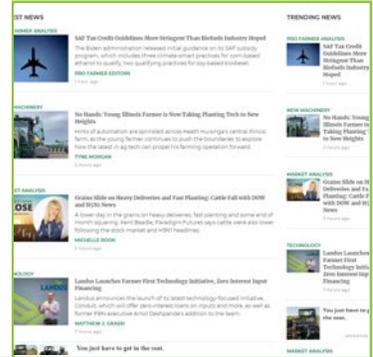
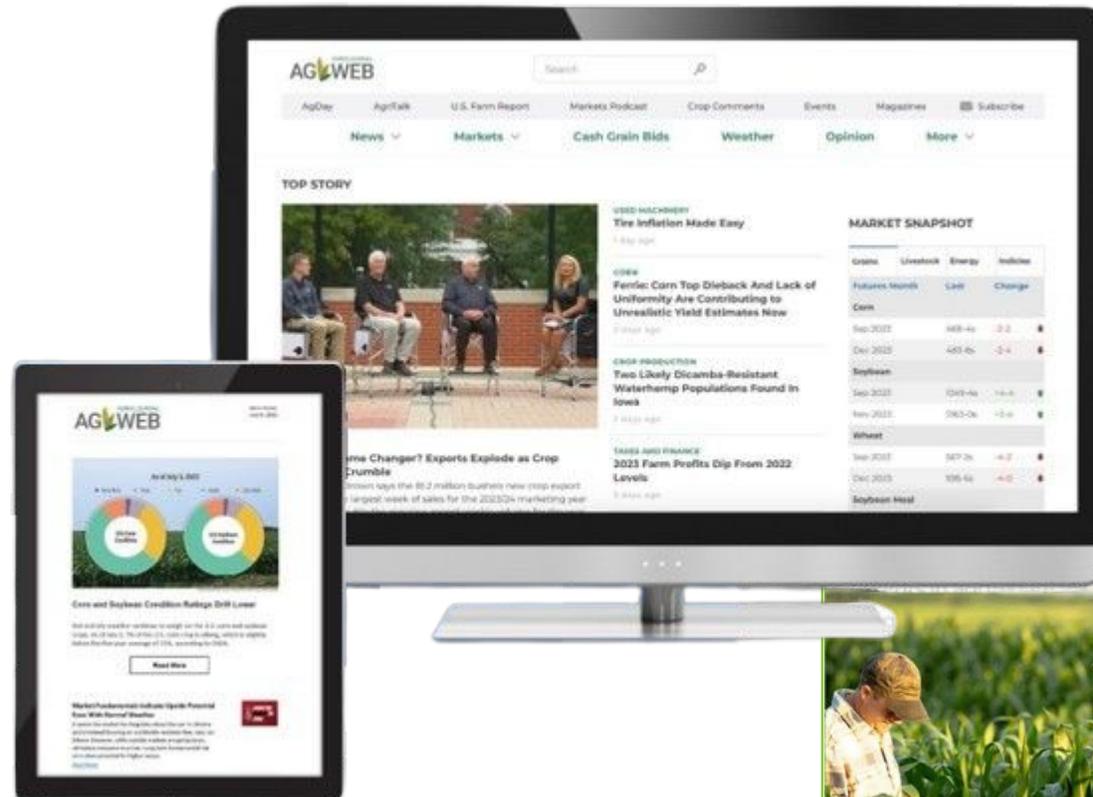
- Static and animated ads in a variety of sizes and placements
- High-impact, expandable and scrollable ads
- Engaging video ads
- Seamlessly integrated native ads
- Site-spanning wallpaper ads



FARM | JOURNAL AGWEB

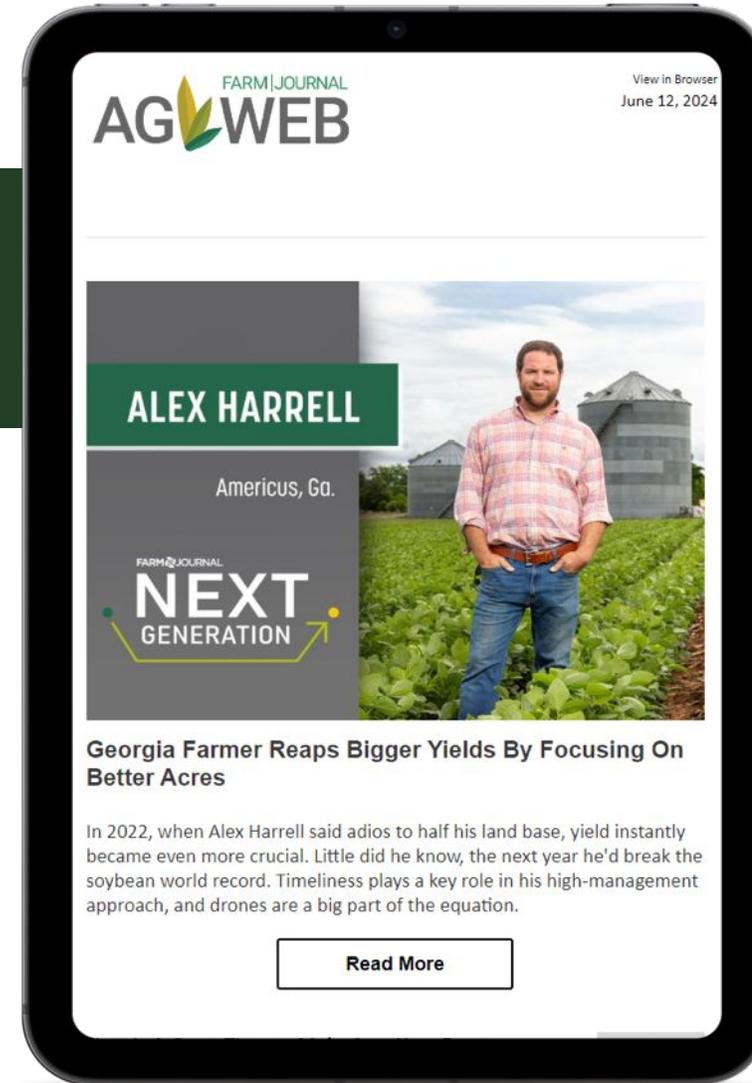
AgWeb.com is agriculture's No. 1 website for industry information and market activity. In fact, farmers who control a combined 80 million acres engage with AgWeb every day. With more than 4.2 million page views and 650,000 unique visitors each month, AgWeb also is a powerhouse content provider. Daily online news and information from various Farm Journal properties deliver all the information farmers want, when and where they want it.

- **Average Monthly Pageviews:** 2,267,261
- **Average Monthly Users:** 444,628
- **Daily Newsletter Subscribers:** 172,000+



AgWeb Daily Newsletter

- The day's top agricultural news focusing on markets, business, service pieces, machinery and livestock.
- High-impact ad inclusions aside the latest headlines targeted at row crop audiences
- Editorial coverage of agronomic trends, latest news, and seasonal information.
- 172,000+ opt-in recipients



Programmatic Advertising

With programmatic advertising, your message is always on the clock -- even when your audience is not. Deliver your message to a specific audience no matter where they spend their time online -- from **CBSsports.com** to **Spotify**, **womenshealth.com** to **Hulu** and everything in between.

At Home | In the Office



On the Road | Out of Town



In the Field | In the Warehouse

In the Truck | Work and Play

Programmatic Advertising

Combining Farm Journal's trusted and complete market access with Precision Reach's next-generation technology gives you the most robust solutions to deliver high ROI campaigns. Deliver impressions to your audience wherever they go in the digital space.

Program Stats:

- 4,300,000+ total records matched to smartphones, laptops, tablets and smart TVs
- Primary DSPs: Trade Desk, Google DV360, Roku, StackAdapt
- Private Deals: Pandora, TuneIn, Wide Orbit and more

Row Crops

1.4M+

Corn, Soybeans,
Cotton, Wheat

Ag Retailers

73K

US and Canada

Farm Equipment Dealers

8K+

US and Canada

Specialty Crops

335K+

Fruits, Veggies,
Tree Nut & Vine

Beef

425K+

Producers, Vets

Dairy

126K+

Producers, Vets

Swine

57K+

Producers, Vets

Other Audiences

1.9M+

Landowners, Non-operators, Agronomists, Nutritionists,
Consultants, Agribusiness

Crops Audience Newsletters

Meet buyers in their inbox, on their timeline.

eNewsletter advertising provides precise targeting to an interested and engaged audience who trusts Farm Journal brands to deliver insights and thought-leadership daily to their inboxes. Reach engaged, loyal, opted-in audiences with this premium editorial alignment.



Top Producer SUMMIT

Meet the Elite

Top Producer Summit draws a unique crowd of successful, innovative entrepreneurs who are seeking new ways to give their operations a competitive advantage. As a sponsor, you will join a roster of top industry brands and network with some of the best producers across the country.

Your broad visibility throughout Top Producer Summit enables excellent opportunities to find your next customers through:

- Networking and relationship building
- Conversation and lead generation
- Building and differentiating your brand and offerings

2026 Event:
Renaissance Hotel
Nashville, TN
February 9-11, 2026

Our 2025
attendees
represented...

1,946

Average Total
Beef



\$4.3M

Average Gross
Farm Income

54

Average age

3,198

*Total average
acres



23k

Average Total
Swine

778

Average Total
Wheat

3,810

Average
Livestock

1,405

**Average Soybean
Acres

1,526

**Average Corn
Acres

1,268

Average Cotton
Acres



A FARM JOURNAL EVENT

Get an accurate read on the seasonal production outlook and meet producers on their turf. The Pro Farmer Crop Tour provides the industry with accurate growing season information about likely corn and soybean yields at the state and regional levels. Scouts report from 2,000+ fields across Illinois, Indiana, Iowa, Minnesota, Nebraska, Ohio and South Dakota.

2025 Eastern Tour

Aug. 18 – Noblesville, IN
Aug. 19– Bloomington, IL
Aug. 20 – Iowa City, IA
Aug. 21 – Rochester, MN

2025 Western Tour

Aug. 18 – Grand Island, NE
Aug. 19 – Nebraska City, NE
Aug. 20 – Spencer, IA
Aug. 21 – Rochester, MN

Sponsors and advertisers reach an engaged audience of attendees.



50%

Operate 500+ Acres of Soybeans

67%

Operate 500+ Acres of Corn

Pro Farmer Crop Tour delivers.

95% of last year's advertisers are interested in sponsoring again this year.



963

Average Acreage Size

\$3.2M

Average Gross Income



Meeting Farmers Where Your Input Matters Most

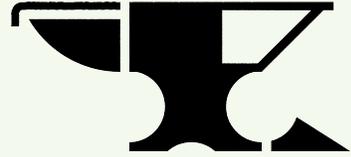
It's decision time—be part of the conversation that shapes the season ahead

As farmers evaluate performance from the current season and begin planning for the next, Q3 is the critical window to engage them in meaningful conversations about input decisions. This is when they assess yield results, fine-tune strategies, and make purchasing commitments that will define their success in the coming year. By positioning your brand as a trusted resource during this key decision-making period, you ensure that your products and solutions are top of mind when it matters most.

27% of input decisions are made in August- October

57% are using agronomic advisors to make input decisions





MOVING IRON
SUMMIT

Sept. 24 – 26, 2025
JW Marriott. | Austin, TX



The **Moving Iron Summit** isn't just an event — it's where the best in the used ag machinery industry come together to sharpen their edge. This is where used ag equipment business managers and dealers connect, share real-world insights, swap big ideas and build relationships that last a lifetime.

In a business built on trust and experience, there's no substitute for face-to-face conversations with those who know the game. You'll walk away with straight-shooting insights on today's economic and environmental challenges - plus the hard-hitting strategies to turn market shifts into opportunities. No fluff, just the knowledge and tools you need to stay ahead in an unpredictable market.

Crop Marketing Resources, Specifications and Brand Details



2025 Editorial Calendar



January/February

- Cover Story: Women In Ag Award Winner
- Cost Control: Manage Inputs, Labor, Equipment and Maintenance
- Employee Motivation and Retention
- 2025 Commodity Market Outlook
- Farmer Must-Have Attributes In The Next Year: Hard Work, Resilience and Adaptability

March/April

- Cover Story: Farm Economic Outlook: Exclusive Insights from Farm Journal's Ag Economists' Monthly Monitor
- Smart Farming Content Pillar
- Elevate On-Farm Decisions With Data and Analytics
- Apply A Lens For Efficiency to Optimize Production
- What's Around the Curve With Tech

May/June

- Cover Story: Next Gen Award Winner
- Next Gen Content Pillar
- How To Set a Timeline For Succession
- New Ways To Consider Your Land Strategy
- Risk Management: How To Mitigate the Biggest Unknowns
- Need-To-Know Regulatory Compliance Considerations for Your Farm

July/August

- Cover Story: Top Producer of the Year Finalist
- Consumer Trends Driving The Future
- Leadership: Communicate Expectations and Lead by Example
- How To Properly Manage Cash Flow
- Where to Launch Innovation From Within Your Farm: Value-Added Products

September/October

- Cover Story: Top Producer of the Year Finalist
- Purchase with Purpose Content Pillar
- Fine-Tune Your Financial Record Keeping
- Top Procurement Strategies to Improve Your Bottom Line
- How to Build Supplier Relationships
- Recast Your Long-Term Business Plans

November/December

- Cover Story: Top Producer of the Year
- Sustainability Content Pillar
- Crop Budget Priorities for the Next Growing Season
- Community Stewards: How Farmers Invest In Their Towns
- Crisis Management: Prepare For What Keeps You Up At Night
- Balance Short-Term Needs With Long-Term Goals

2025 Print Production Schedule



Top Producer 2025 Production Schedule	JAN/FEB	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPT/OCT	NOV/DEC
Order Drop Close	12/13	2/21	4/4	6/20	8/15	10/10
Ad Material Due	12/20	2/28	4/11	6/27	8/22	10/17
Ad Material Extension	12/27	3/7	4/18	7/7	8/29	10/24
Supplied Inserts Due to Kodi	1/9	3/20	5/1	7/17	9/11	11/6
Issuance Date/Start Co-Mail	1/17	3/28	5/9	7/25	9/19	11/14
<i>Estimated In Home Start:</i>	<i>1/31</i>	<i>4/11</i>	<i>5/23</i>	<i>8/8</i>	<i>10/3</i>	<i>11/28</i>
Trim size 8.375 x 10.875						

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2025 Editorial Calendar



January

- Retailer of the Year Exemplifies Excellence
- How to Find And Leverage Your Competitive Advantage
- Supply Chain Resilience: Look Ahead For Bumps In The Road
- Need To Know Regulatory and Compliance Issues

February

- New Product of The Year Announcement
- Smart Farming Content Pillar
- Play To Win: The Must-Have Strategy With Technology
- Data-Driven Insights To Drive Business Growth

April

- Next Gen Content Pillar
- 40 Under 40 Award Winner Announcement
- The Value of Relationships Balanced With the Ag Retail Business
- Essential Training For the Future Ag Retailer
- Digital Marketing: Toolkit for Reaching Tomorrow's Farm Managers

August

- Crop Fertility Update
- Precision Fertilizers
- How to Serve Your Customer Segments For Success
- Trend Report: Inventory Management Watchouts

October

- Purchase with a Purpose Content Pillar
- Farmer Purchase Behavior: How, What and When Ag Inputs Are Bought
- Flexible Financing: What Farmers Expect
- Must-See New Machinery

December

- Business Innovation: Digitization Is Transforming How Retailers Show Up In The Field
- Sustainability Content Pillar
- Uncover New Opportunities With Conservation
- How to Enhance Value-Added Services
- Nutrient Management and Soil Health

2025 Print Production Schedule



Scoop 2025 Production Schedule	JANUARY	FEBRUARY	MARCH	AUGUST	OCTOBER	DECEMBER
Published Ad Close	12/9	12/30	1/31	6/30	8/19	10/20
Ad Close extension (Drop)	12/16	1/6	2/7	7/7	8/26	10/27
Ad Material due	12/19	1/9	2/10	7/10	8/28	10/30
Ad Material Extension	12/26	1/16	2/17	7/17	9/4	11/6
Supplied Inserts Due to Kodi	1/6	1/28	3/6	7/29	9/17	11/18
MAIL DATE	1/14	2/5	3/14	8/6	9/25	11/27
<i>Trim size 8.375 x 10.875</i>						

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2025 Editorial Calendar



January:

- 5 In-Cab Computer Upgrades
- Prepare to Plant: Latest in Seed Flow Technology
- Dial In Management Zones for 2025
- 2025 Agriculture Policy Outlook

February:

- Supplemental Crop Insurance Do's and Don'ts
- Prepare to Plant: 6 Data and Technology Updates to Complete before Hitting the Field
- Get Road Ready: Is Your Equipment Ready to Travel
- How to Field Test Biologicals in 2025

Mid-February: *Smart Farming Special Issue*

- Ride Along with Autonomous Fertilization Equipment
- Mobile Internet: Cellular vs Satellite
- Is it Time to Deploy a Robotic Mower?
- Level Up with New In-Field Sensors

March:

- Do Pivot Maintenance Now
- Prepare for Preemerge
- Spray Drones Buyers Guide for 2025
- Invasive Species Audit: How Many Live on Your Farm

April

- Emergence Matters: Check Early Season Stands
- Stay Tuned for Your Growing Season Forecast
- Sprayer Retrofits to Make Your Rig Smarter
- Now's the Time for Pivot Maintenance
- Government & Private Industry Incentive Programs: How They Impact Profitability

Machinery Pete Insights

May/June: *Farming's Next-Gen Focus*

- Spotlight on three next-generation farmers who are working to build their future through asset growth and financial management.
- Bump Up Soybean Yield Without Boosting Costs
- Get Out and Scout for Weeds, Diseases and Pests
- Combine Retrofits to Overhaul Your Harvester
- Smart Storage Solutions for Harvest Season
- Machinery Pete: Generational Machinery Investments

2025 Editorial Calendar



July/August:

- Follow the 4Rs to Higher Returns
- Beat the Heat With Summer Shop Projects
- Tillage Tool Upgrades To Take Fall Fieldwork to the Next Level
- Autonomous Grain Cart Reality
- Machinery Pete Insights

Sept: Seed and Weed Guide

- Look Underground to Find Higher Yield
- Consider 2026 Seed Needs from the Combine Seat
- Dive Into Herbicide Battle Plans
- Celebrate Harvest's Unsung Heroes: Drivers, Gophers and Chefs
- Tractor Add-On Kits for Your Farm Workhorse
- Machinery Pete Insights

October: Purchase With a Purpose Focus

- Plan for 2026 Inputs and Iron
- The Intersection of Technology and Human Help
- On-Farm Sensor Systems To Consider For Next Year
- Marketing Magic: Establish a Bottomline
- Machinery Pete: UTV Trends

November:

- What Did Your Harvest Data Reveal?
- Export Season: New Trade Realities
- 2026 Land Values: Buy or Rent
- Machinery Pete Insights

December: Sustainable Farming Focus

- The Battle for Water: Farmers Versus Big Data
- The Evolution of Cover Crops
- Succession Plans for Each Generation
- Machinery Pete: Conservation Tools

2025 Print Production Schedule



Farm Journal 2025 Production Schedule	JANUARY	FEBRUARY	Mid FEB	MARCH	APRIL	MAY/JUNE	JULY/AUGUST	September	October	November	Mid-November	DECEMBER
Ad Close (Drop)	11/27	12/26	1/9	1/23	2/27	4/16	6/12	7/10	8/7	9/11	9/25	10/12
Ad Material Due	12/4	1/2	1/16	1/30	3/6	4/23	6/19	7/17	8/14	9/18	10/2	10/19
Ad Material Extension	12/11	1/9	1/23	2/6	3/13	4/30	6/26	7/24	8/21	9/25	10/9	10/26
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Tyne Morgan | U.S. Farm Report Host & Executive Producer

Greg Peterson | Machinery Pete

Chip Flory | AgriTalk Host

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